

## Table of Contents

| S.<br>No. | DESCRIPTION   | PAGE<br>NO. |
|-----------|---|-------------|
| 1         | Acknowledgements.....   | ii          |
| 2         | Abstract.....   | iii         |
| 3         | List Of Tables.....   | v           |
| 4         | List Of Figures.....  | v           |
| 5         | Chapter 1: Introduction.....<br>1.1 Overview.....<br>1.2 Problem Statement.....<br>1.3 Back ground of the Study.....<br>1.4 Objective of the Study.....<br>1.5 Significance of the Study.....<br>1.6 Outline of the Study ..... | 1           |
| 6         | Chapter 2: Literature Review.....<br>2.1 Research Hypotheses.....   | 5           |
| 7         | Chapter 3: Research Methodology.....<br>3.1 Method of Data Collection.....<br>3.2 Sample Size.....<br>3.3 Sampling Technique.....<br>3.4 Research Model.....<br>3.5 Statistical Technique.....<br>3.5.1 Reliability test.....   | 12          |
| 8         | Chapter 4: Results.....<br>4.1 Findings and Interpretation.....<br>4.2 Research hypothesis summary.....   | 16          |
| 9         | Chapter 5: Discussion, conclusion, recommendation and future<br>Research.....<br>5.1 Discussion.....<br>5.2 Conclusion.....<br>5.3 Recommendations.....<br>5.4 Future Implications.....   | 24          |
| 10        | References.....   | 30          |
| 11        | Appendix.....   | 33          |

## List of Tables

| <b>S. No</b> | <b>TABLE(S)</b>               | <b>PAGE NO.</b> |
|--------------|-------------------------------|-----------------|
| 3.1          | Reliability Statistics        | 14              |
| 4.1          | One Sample T-Test             | 15              |
| 4.2          | One Sample T-Test             | 17              |
| 4.3          | One Sample T-Test             | 18              |
| 4.4          | One Sample T-Test             | 20              |
| 4.5          | One Sample T-Test             | 21              |
| 4.6          | Hypothesis Assessment Summary | 22              |

## Chapter 4: Data Analysis

### 4.1 Findings and Interpretations of the Result

#### 4.1.1 T-Test Analysis

Table 4.1:

*One Sample T-Test*

| One-Sample Statistics   |     |        |                |                 |
|---|-----|--------|----------------|-----------------|
|   | N   | Mean   | Std. Deviation | Std. Error Mean |
| Affiliated marketing has become the foremost promotional tool used by companies | 280 | 1.8036 | .95826         | .05727          |
| Affiliate marketing is purely based on performance based marketing              | 280 | 1.7607 | .96714         | .05780          |
| Affiliate marketing has an imminent role in brand awareness and information     | 280 | 1.5679 | 1.00663        | .06016          |
| The risks associated with affiliated marketing are significantly lower          | 280 | 1.7429 | .98280         | .05873          |

| One-Sample Test   |                |     |                 |                 |   |
|---|----------------|-----|-----------------|-----------------|---|
|   | Test Value = 1 |     |                 |                 |   |
|   | t              | df  | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference |
|   |                |     |                 |                 | Lower                                     |
| Affiliated marketing has become the foremost promotional tool used by companies | 14.032         | 279 | .000            | .80357          | .6908                                     |
| Affiliate marketing is purely based on performance based marketing              | 13.162         | 279 | .000            | .76071          | .6469                                     |
| Affiliate marketing has an imminent role in brand awareness and information     | 9.440          | 279 | .000            | .56786          | .4494                                     |
| The risks associated with affiliated marketing are significantly lower          | 12.648         | 279 | .000            | .74286          | .6272                                     |

The statistics that are obtained from the One Simple T test are extremely essential to understand the characteristics as well as behaviour of the data. The standard deviation helps to understand the level or extent to which values are distant or far away from mean. As the sample size for this particular research study is 280. The first column of the Figure 1 represents that test value which is equal to 1. By looking at the mean values in the aforementioned table illustrates that the mean value is somewhat close to 1 which represents that majority of the respondent agreed to the statement that affiliated marketing is significantly important and used as the promotional tool and performance based marketing tool.

Table 4.2:

*One Sample T-Test*

| One-Sample Statistics  |     |        |                |                 |
|--|-----|--------|----------------|-----------------|
|  | N   | Mean   | Std. Deviation | Std. Error Mean |
| Sales and promotion have helped companies to attract and retain customers              | 280 | 1.7500 | .96256         | .05752          |
| Sales and promotions can easily change the mindset of customers                        | 280 | 1.7643 | 1.02030        | .06097          |
| Customer's satisfaction significantly increases through the use of sales and promotion | 280 | 1.5857 | 1.07754        | .06440          |
| Sales and promotion has become the source of company's competitive advantage           | 280 | 1.6000 | .98228         | .05870          |

|  | One-Sample Test |     |                 |                 |   |
|--|-----------------|-----|-----------------|-----------------|---|
|  | Test Value = 1  |     |                 |                 |   |
|  | t               | df  | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference |
| Sales and promotion have helped companies to attract and retain customers              | 13.038          | 279 | .000            | .75000          | .6368                                     |
| Sales and promotions can easily change the mindset of customers                        | 12.534          | 279 | .000            | .76429          | .6443                                     |
| Customer's satisfaction significantly increases through the use of sales and promotion | 9.096           | 279 | .000            | .58571          | .4590                                     |
| Sales and promotion has become the source of company's competitive advantage           | 10.221          | 279 | .000            | .60000          | .4844                                     |

The above-mentioned one sample test figure indicates that out of 280 respondents that majority of the respondents agreed and believed that there is a significantly positive impact of affiliated marketing is on the sales and promotion of the brands. Because the test value is equal to one and the mean value which is represented in the aforesaid figure shows that the mean value is closer to 1 that indicates that majority of the respondents have agreed to the statements.

Table 4.3:

*One Sample T-Test*

| One-Sample Statistics   |     |        |                |                 |
|---|-----|--------|----------------|-----------------|
|   | N   | Mean   | Std. Deviation | Std. Error Mean |
| Brands have consistently focused on addressing the requirements of the customers                                  | 280 | 1.5786 | .98058         | .05860          |
| Brands tend to give consistent message through promotional marketing tactics                                      | 280 | 1.5286 | 1.05370        | .06297          |
| Promoting the unique characteristics helps in differentiating the brands from others available in the marketplace | 280 | 1.5964 | .97898         | .05851          |
| Promotion helps in making unpleasant brand look pleasant  | 280 | 1.4679 | .96852         | .05788          |

| One-Sample Test   |                |     |                 |                 |   |
|---|----------------|-----|-----------------|-----------------|---|
|   | Test Value = 1 |     |                 |                 |   |
|   | t              | df  | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference |
|   |                |     |                 |                 | Lower                                     |
| Brands have consistently focused on addressing the requirements of the customers                                  | 9.873          | 279 | .000            | .57857          | .4632                                     |
| Brands tend to give consistent message through promotional marketing tactics                                      | 8.394          | 279 | .000            | .52857          | .4046                                     |
| Promoting the unique characteristics helps in differentiating the brands from others available in the marketplace | 10.194         | 279 | .000            | .59643          | .4813                                     |
| Promotion helps in making unpleasant brand look pleasant  | 8.083          | 279 | .000            | .46786          | .3539                                     |

The One simple test was applied in order to identify the impact of affiliate marketing on the brand attributes. The chosen number of sample size was 280 and out which majority of the respondent has agreed to the statement because the existing test value is equal to one whereas the mean value of all the statements in the above-mentioned table is closer to 1 which represents that affiliated marketing has strongly positive impact on brand attributes.

Table 4.4:

*One Sample T-Test*

**One-Sample Statistics**

|   | N   | Mean   | Std. Deviation | Std. Error Mean |
|---|-----|--------|----------------|-----------------|
| Promotion helps in improving the image of the brand   | 280 | 1.0036 | .87784         | .05246          |
| Brand image influences the consumers and customers to purchase the brand                                  | 280 | 1.0750 | .91076         | .05443          |
| Brand image has significant impact on the perception of customers   | 280 | 1.0250 | .85682         | .05120          |
| Companies tend to focus on their brand image to survive in the intensely competitive business environment | 280 | 1.0071 | .85086         | .05085          |

**One-Sample Test**

|   | Test Value = 1 |     |                 |                 |   |
|---|----------------|-----|-----------------|-----------------|---|
|   | t              | df  | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference |
|   | Lower          |     |                 |                 |   |
| Promotion helps in improving the image of the brand   | .068           | 279 | .946            | .00357          | -.0997                                    |
| Brand image influences the consumers and customers to purchase the brand                                  | 1.378          | 279 | .169            | .07500          | -.0321                                    |
| Brand image has significant impact on the perception of customers   | .488           | 279 | .626            | .02500          | -.0758                                    |
| Companies tend to focus on their brand image to survive in the intensely competitive business environment | .140           | 279 | .888            | .00714          | -.0930                                    |

The main purpose of afore-mentioned statements was to determine the impact of affiliated marketing on the brand image of the companies. For that purpose the researcher has taken 280 respondents and from that majority of the respondent agreed to statements



that affiliated marketing have a significantly positive impact on the brand image because the identified test value is 1 and the mean value must be closer to the 1 in order to show the significance of the statements. As the mean values of statements are somewhat closer to the 1 value that shows that majority of the respondents were agreed to statement.

Table 4.5:

*One Sample T-Test*

| One-Sample Statistics   |     |        |                |                 |
|---|-----|--------|----------------|-----------------|
|   | N   | Mean   | Std. Deviation | Std. Error Mean |
| Availability of product information increases the ability of the marketers  | 280 | 1.1357 | .86103         | .05146          |
| Product information helps in reaching prospects in effective manner   | 280 | 1.0357 | .90329         | .05398          |
| Product information influences the consumers to purchase the product  | 280 | 1.3893 | 1.02052        | .06099          |
| Product information has allowed consumers to compare and contrast the offered products with others available in the marketplace | 280 | 1.4071 | .90713         | .05421          |

|   | One-Sample Test |     |                 |                 |   |
|---|-----------------|-----|-----------------|-----------------|---|
|   | Test Value = 1  |     |                 |                 |   |
|   | t               | df  | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference |
| Availability of product information increases the ability of the marketers  | 2.637           | 279 | .009            | .13571          | .0344                                     |
| Product information helps in reaching prospects in effective manner   | .662            | 279 | .509            | .03571          | -.0705                                    |
| Product information influences the consumers to purchase the product  | 6.383           | 279 | .000            | .38929          | .2692                                     |
| Product information has allowed consumers to compare and contrast the offered products with others available in the marketplace | 7.510           | 279 | .000            | .40714          | .3004                                     |

The one simple T test was developed in order to identify the impact of affiliated marketing on the product information. The test value is equal to 1 whereas the total number of respondent was equal to 280. From that majority of the respondents agreed to the statements that availability of the product information increases the purchase intention, provide the customers to compare and contrast the similar products of different brands and increases the overall purchasing intention. The mean value of the statements is somewhat closer or equal to 1 which indicates the positive impact of product information on the brand awareness.

#### 4.2 Hypothesis Assessment Summary

The main aim of conducting this research is to determine the impact of affiliated marketing on brand awareness. The table below indicates the hypotheses assessment that have been verified and tested through application of statistical tool.

Table 4.6:

##### *Hypothesis Assessment Summary*

| <b>S. No.</b> | <b>Hypothesis</b>   | <b>Significance Value</b> | <b>Comments</b> |
|---------------|---|---------------------------|-----------------|
| H1            | Affiliate marketing strategies have a significant impact in sales and promotion | .000                      | Accepted        |
| H2            | Affiliate marketing strategies have a significant impact on brand attributes    | .000                      | Accepted        |
| H3            | Affiliate marketing strategies have a significant impact on brand image         | .000                      | Accepted        |
| H4            | Affiliate marketing strategies have a significant impact on product information | .000                      | Accepted        |

The results directed that there is a positive impact of affiliated marketing and brand awareness whereas the brand awareness was divided into four main elements such as; product information, brand attributes, brand image and sales and promotion through

which brands can cultivate maximum brand awareness amongst their potential and prospect customers.

## References

- Andaleeb, S. S., & Hasan, K. (2016). Marketing Research. In *Strategic Marketing Management in Asia: Case Studies and Lessons across Industries* (pp. 111-160). Emerald Group Publishing Limited.
- Anderson, A. (2015). *Affiliate Marketing: How to make money and create an income*.
- Armstrong, G., Adam, S., Denize, S., & Kotler, P. (2014). *Principles of marketing*. Pearson Australia.
- Ayanso, A., Lertwachara, K., & Mokaya, B. (2014). Marketing Meets Social Media: Classification and Evolution. *Harnessing the Power of Social Media and Web Analytics*, 1.
- Boone, L. E., & Kurtz, D. L. (2013). *Contemporary marketing*. Cengage learning.
- Bowie, D., Paraskevas, A., & Mariussen, A. (2014). Technology-driven online marketing performance measurement: lessons from affiliate marketing. *International Journal of Online Marketing*, 4(4), 1-16.

- Bowie, D., Paraskevas, A., & Mariussen, A. (2014). Technology-Driven Online Marketing Performance Measurement: Lessons from Affiliate Marketing. *International Journal of Online Marketing (IJOM)*, 4(4), 1-16.
- Chachra, N., Savage, S., & Voelker, G. M. (2015, October). Affiliate crookies: characterizing affiliate marketing abuse. In *Proceedings of the 2015 ACM Conference on Internet Measurement Conference* (pp. 41-47). ACM.
- Duffy Dennis, L. (2015). Affiliate marketing and its impact on e-commerce. *Journal of Consumer Marketing*, 22(3), 161-163.
- Dwivedi, Y. K., Rana, N. P., & Alryalat, M. A. A. (2017). Affiliate marketing: An overview and analysis of emerging literature. *The Marketing Review*, 17(1), 33-50.
- Edelman, B., & Brandi, W. (2015). Risk, information, and incentives in online affiliate marketing. *Journal of Marketing Research*, 52(1), 1-12.
- Fan, S., Lau, R. Y., & Zhao, J. L. (2015). Demystifying big data analytics for business intelligence through the lens of marketing mix. *Big Data Research*, 2(1), 28-32.
- Grieco, C., Iasevoli, G., & Michelini, L. (2016). Marketing alliances in digital firms: an analysis of benefits and risks. *Management in a Digital World. Decisions, Production, Communication*.
- Hyder, S. (2016). *The Zen of social media marketing: an easier way to build credibility, generate buzz, and increase revenue*. BenBella Books, Inc..
- Iwashita, M., & Tanimoto, S. (2016, October). Highly secure transaction system for affiliate marketing. In *Consumer Electronics, 2016 IEEE 5th Global Conference on* (pp. 1-3). IEEE.
- Kaur, J., & Wadera, D. (2017). Affiliate Marketing Strategy of Amazon India. *Driving Traffic and Customer Activity Through Affiliate Marketing*, 33.
- Khmaladze, D. (2017). *U.S. Patent No. 20,170,083,960*. Washington, DC: U.S. Patent and Trademark Office.
- Kircova, I., & Cinar, D. (2015). Digital Advertising Practices and its Impacts on Students: An Application in the Public and. *Handbook of Research on Effective Advertising Strategies in the Social Media Age*, 388.
- Leisenberg, M. (2016). Strategies and Tools for Marketing Based on Mobile Services and Devices—An Overview. *International Business Research*, 9(4), 66.
- Lemon, K. N. (2016). The Art of Creating Attractive Consumer Experiences at the Right Time: Skills Marketers Will Need to Survive and Thrive. *GfK Marketing Intelligence Review*, 8(2), 44-49.

- Mackey, T. K., Miner, A., & Cuomo, R. E. (2015). Exploring the e-cigarette e-commerce marketplace: identifying Internet e-cigarette marketing characteristics and regulatory gaps. *Drug and alcohol dependence, 156*, 97-103.
- Mai, J. E. (2016). *Looking for information: A survey of research on information seeking, needs, and behavior*. D. O. Case, & L. M. Given (Eds.). Emerald Group Publishing.
- Narang, R., & Trivedi, P. (2017). Affiliate Marketing: Experiences of Different Companies. *Driving Traffic and Customer Activity Through Affiliate Marketing*, 11.
- Palinkas, L. A., Horwitz, S. M., Green, C. A., Wisdom, J. P., Duan, N., & Hoagwood, K. (2015). Purposeful sampling for qualitative data collection and analysis in mixed method implementation research. *Administration and Policy in Mental Health and Mental Health Services Research, 42*(5), 533-544.
- Patel, J. (2015). Strategies of E-Marketing: A Review of Theoretical and Empirical Evidence. *Quality Management Practices for Global Excellence, 1*, 446.
- Peters, K., Verhoef, P. C., & Krafft, M. (2015). 10. Customer acquisition strategies: a customer equity management perspective. *Handbook of Research on Customer Equity in Marketing*, 227.
- Prabhu, S., & Satpathy, T. (2015). Affiliate Marketing's Future in India. *Indian Journal of Science and Technology, 8*(S4), 278-282.
- Rea, L. M., & Parker, R. A. (2014). *Designing and conducting survey research: A comprehensive guide*. John Wiley & Sons.
- Rivera, E. R. (2016). A Case Study of the Promotional Mix in Kooidea Campus.
- Rotich, J. K. A., & Mukhongo, A. (2015). Effects of Internet Marketing Strategies on Sale of Communication Services. A Case Study of Telkom Kenya-Eldoret Branch. *International Journal of Scientific and Research Publications*.
- Sharma, S. (2015). Internet Marketing: The Backbone of Ecommerce. *International Journal of Emerging Research in Management & Technology, 4*(12), 200-202.
- Smith, A. L. (2016). *Building Bridges for Bridge & Burn: How small lifestyle brands use content to extend their reach online* (Doctoral dissertation, SIMON FRASER UNIVERSITY).
- Stone, M. D., & Woodcock, N. D. (2014). Interactive, direct and digital marketing: A future that depends on better use of business intelligence. *Journal of Research in Interactive Marketing, 8*(1), 4-17.
- Strauss, J. (2016). *E-marketing*. Routledge.
- Turban, E., Strauss, J., & Lai, L. (2016). Marketing Communications in Social Media. In *Social Commerce* (pp. 75-98). Springer International Publishing.

- Wang, W. T., Wang, Y. S., & Liu, E. R. (2016). The stickiness intention of group-buying websites: The integration of the commitment–trust theory and e-commerce success model. *Information & Management*, 53(5), 625-642.
- Wortley, W. D., Diehl, R., Heuring, A., & Johnson, M. (2014). *U.S. Patent Application No. 14/247,695*.
- Yang, S. C., Chen, M. J., Fu, J. R., Hu, H. Y., & Wu, T. (2014). Affiliate Marketing Strategy with Profit Sharing-Microprogram's Life+ Service Platform. *Management Review*, 33, 173-176.
- Zucker, J., & Shapiro, T. R. (2015). *U.S. Patent Application No. 14/666,149*.

## **Appendix**

Data View:

SPSS Variable View showing 25 variables (VAR00001 to VAR00025) and 25 cases. The data is as follows:

| Case | VAR00001 | VAR00002 | VAR00003 | VAR00004 | VAR00005 | VAR00006 | VAR00007 | VAR00008 | VAR00009 | VAR00010 | VAR00011 | VAR00012 | VAR00013 | VAR00014 | VAR00015 | VAR00016 | VAR00017 | VAR00018 | VAR00019 | VAR00020 | VAR00021 | VAR00022 | VAR00023 | VAR00024 | VAR00025 |      |      |
|------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|------|------|
| 1    | 3.00     | 3.00     | 0.00     | 1.00     | 1.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     |      |      |
| 2    | 2.00     | 1.00     | 2.00     | 2.00     | 2.00     | 3.00     | 3.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00 |      |
| 3    | 3.00     | 3.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00 |      |
| 4    | 2.00     | 2.00     | 0.00     | 1.00     | 1.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00 |      |
| 5    | 2.00     | 1.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00 |      |
| 6    | 2.00     | 2.00     | 0.00     | 1.00     | 1.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00 |      |
| 7    | 2.00     | 2.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00 |      |
| 8    | 1.00     | 1.00     | 2.00     | 2.00     | 2.00     | 3.00     | 3.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00 |      |
| 9    | 2.00     | 2.00     | 0.00     | 1.00     | 1.00     | 1.00     | 0.00     | 0.00     | 1.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00 |      |
| 10   | 1.00     | 1.00     | 0.00     | 0.00     | 0.00     | 1.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00 |      |
| 11   | 3.00     | 3.00     | 2.00     | 3.00     | 2.00     | 3.00     | 3.00     | 2.00     | 2.00     | 3.00     | 2.00     | 2.00     | 3.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00 | 2.00 |
| 12   | 1.00     | 1.00     | 2.00     | 2.00     | 2.00     | 3.00     | 3.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00 |      |
| 13   | 2.00     | 2.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00 | 1.00 |
| 14   | 1.00     | 1.00     | 2.00     | 2.00     | 2.00     | 3.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00 | 2.00 |
| 15   | 3.00     | 3.00     | 0.00     | 1.00     | 1.00     | 1.00     | 0.00     | 1.00     | 1.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00 |      |
| 16   | 3.00     | 3.00     | 0.00     | 1.00     | 1.00     | 1.00     | 0.00     | 1.00     | 1.00     | 0.00     | 1.00     | 1.00     | 0.00     | 1.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00 |      |
| 17   | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00 | 1.00 |
| 18   | 3.00     | 3.00     | 1.00     | 2.00     | 2.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00 | 1.00 |
| 19   | 3.00     | 3.00     | 1.00     | 2.00     | 2.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00     | 1.00 | 1.00 |
| 20   | 1.00     | 1.00     | 2.00     | 2.00     | 2.00     | 3.00     | 3.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00 | 2.00 |
| 21   | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 1.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00 |      |
| 22   | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 3.00     | 3.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00     | 2.00 | 2.00 |
| 23   | 3.00     | 3.00     | 0.00     | 1.00     | 1.00     | 1.00     | 0.00     | 0.00     | 1.00     | 0.00     | 1.00     | 0.00     | 1.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00 |      |
| 24   | 3.00     | 3.00     | 3.00     | 3.00     | 3.00     | 4.00     | 4.00     | 3.00     | 4.00     | 4.00     | 3.00     | 4.00     | 4.00     | 3.00     | 3.00     | 3.00     | 3.00     | 3.00     | 3.00     | 3.00     | 3.00     | 3.00     | 3.00     | 3.00     | 3.00     | 3.00 | 3.00 |
| 25   | 4.00     | 4.00     | 0.00     | 1.00     | 1.00     | 1.00     | 0.00     | 1.00     | 1.00     | 0.00     | 1.00     | 0.00     | 1.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00 |      |

Variable View:



|    | Name            | Type    | Width | Decimals | Label                 | Values                       | Missing | Columns | Align | Measure |
|----|-----------------|---------|-------|----------|-----------------------|------------------------------|---------|---------|-------|---------|
| 1  | VAR00001        | Numeric | 8     | 2        | Affiliated marke...   | (0.00, Strongly Disagree)... | None    | 8       | Right | Scale   |
| 2  | VAR00002        | Numeric | 8     | 2        | Affiliate marketi...  | (0.00, Strongly Disagree)... | None    | 8       | Right | Scale   |
| 3  | VAR00003        | Numeric | 8     | 2        | Affiliate marketi...  | (0.00, Strongly Disagree)... | None    | 8       | Right | Scale   |
| 4  | VAR00004        | Numeric | 8     | 2        | The risks asso...     | (0.00, Strongly Disagree)... | None    | 8       | Right | Scale   |
| 5  | VAR00005        | Numeric | 8     | 2        | Sales and prom...     | (0.00, Strongly Disagree)... | None    | 8       | Right | Scale   |
| 6  | VAR00006        | Numeric | 8     | 2        | Sales and prom...     | (0.00, Strongly Disagree)... | None    | 8       | Right | Scale   |
| 7  | VAR00007        | Numeric | 8     | 2        | Customer's sati...    | (0.00, Strongly Disagree)... | None    | 8       | Right | Scale   |
| 8  | VAR00008        | Numeric | 8     | 2        | Sales and prom...     | (0.00, Strongly Disagree)... | None    | 8       | Right | Scale   |
| 9  | VAR00009        | Numeric | 8     | 2        | Brands have co...     | (0.00, Strongly Disagree)... | None    | 8       | Right | Scale   |
| 10 | VAR00010        | Numeric | 8     | 2        | Brands tend to ...    | (0.00, Strongly Disagree)... | None    | 8       | Right | Scale   |
| 11 | VAR00011        | Numeric | 8     | 2        | Promoting the ...     | (0.00, Strongly Disagree)... | None    | 8       | Right | Scale   |
| 12 | VAR00012        | Numeric | 8     | 2        | Promotion help...     | (0.00, Strongly Disagree)... | None    | 8       | Right | Scale   |
| 13 | VAR00013        | Numeric | 8     | 2        | Promotion help...     | (0.00, Strongly Disagree)... | None    | 8       | Right | Scale   |
| 14 | VAR00014        | Numeric | 8     | 2        | Brand image inf...    | (0.00, Strongly Disagree)... | None    | 8       | Right | Scale   |
| 15 | VAR00015        | Numeric | 8     | 2        | Brand image ha...     | (0.00, Strongly Disagree)... | None    | 8       | Right | Scale   |
| 16 | VAR00016        | Numeric | 8     | 2        | Companies ten...      | (0.00, Strongly Disagree)... | None    | 8       | Right | Scale   |
| 17 | VAR00017        | Numeric | 8     | 2        | Availability of pr... | (0.00, Strongly Disagree)... | None    | 8       | Right | Scale   |
| 18 | VAR00018        | Numeric | 8     | 2        | Product informa...    | (0.00, Strongly Disagree)... | None    | 8       | Right | Scale   |
| 19 | VAR00019        | Numeric | 8     | 2        | Product informa...    | (0.00, Strongly Disagree)... | None    | 8       | Right | Scale   |
| 20 | VAR00020        | Numeric | 8     | 2        | Product informa...    | (0.00, Strongly Disagree)... | None    | 8       | Right | Scale   |
| 21 | Affiliated_M... | Numeric | 8     | 2        |                       | None                         | None    | 22      | Right | Scale   |
| 22 | Sales_Prom...   | Numeric | 8     | 2        |                       | None                         | None    | 17      | Right | Scale   |
| 23 | Brand_Attri...  | Numeric | 8     | 2        |                       | None                         | None    | 18      | Right | Scale   |
| 24 | Brand_Image     | Numeric | 8     | 2        |                       | None                         | None    | 13      | Right | Scale   |
| 25 | Product_Inf...  | Numeric | 8     | 2        |                       | None                         | None    | 21      | Right | Scale   |
| 26 |                 |         |       |          |                       |                              |         |         |       |         |

Table 3.1:

*Reliability Statistics*

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .985             | 20         |

Table 4.1:

*One Sample T-Test*

**One-Sample Statistics**

|   | N   | Mean   | Std. Deviation | Std. Error Mean |
|---|-----|--------|----------------|-----------------|
| Affiliated marketing has become the foremost promotional tool used by companies | 280 | 1.8036 | .95826         | .05727          |
| Affiliate marketing is purely based on performance based marketing              | 280 | 1.7607 | .96714         | .05780          |
| Affiliate marketing has an imminent role in brand awareness and information     | 280 | 1.5679 | 1.00663        | .06016          |
| The risks associated with affiliated marketing are significantly lower          | 280 | 1.7429 | .98280         | .05873          |

**One-Sample Test**

|   | Test Value = 1 |     |                 |                 |   |
|---|----------------|-----|-----------------|-----------------|---|
|   | t              | df  | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference |
|   |                |     |                 |                 | Lower                                     |
| Affiliated marketing has become the foremost promotional tool used by companies | 14.032         | 279 | .000            | .80357          | .6908                                     |
| Affiliate marketing is purely based on performance based marketing              | 13.162         | 279 | .000            | .76071          | .6469                                     |
| Affiliate marketing has an imminent role in brand awareness and information     | 9.440          | 279 | .000            | .56786          | .4494                                     |
| The risks associated with affiliated marketing are significantly lower          | 12.648         | 279 | .000            | .74286          | .6272                                     |

Table 4.2:

One Sample T-Test

| One-Sample Statistics  |     |        |                |                 |
|--|-----|--------|----------------|-----------------|
|  | N   | Mean   | Std. Deviation | Std. Error Mean |
| Sales and promotion have helped companies to attract and retain customers              | 280 | 1.7500 | .96256         | .05752          |
| Sales and promotions can easily change the mindset of customers                        | 280 | 1.7643 | 1.02030        | .06097          |
| Customer's satisfaction significantly increases through the use of sales and promotion | 280 | 1.5857 | 1.07754        | .06440          |
| Sales and promotion has become the source of company's competitive advantage           | 280 | 1.6000 | .98228         | .05870          |

| One-Sample Test  |                |     |                 |                 |   |
|--|----------------|-----|-----------------|-----------------|---|
|  | Test Value = 1 |     |                 |                 |   |
|  | t              | df  | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference |
|  | Lower          |     |                 |                 |   |
| Sales and promotion have helped companies to attract and retain customers              | 13.038         | 279 | .000            | .75000          | .6368                                     |
| Sales and promotions can easily change the mindset of customers                        | 12.534         | 279 | .000            | .76429          | .6443                                     |
| Customer's satisfaction significantly increases through the use of sales and promotion | 9.096          | 279 | .000            | .58571          | .4590                                     |
| Sales and promotion has become the source of company's competitive advantage           | 10.221         | 279 | .000            | .60000          | .4844                                     |

Table 4.3:

*One Sample T-Test*

|   | N   | Mean   | Std. Deviation | Std. Error Mean |
|---|-----|--------|----------------|-----------------|
| Brands have consistently focused on addressing the requirements of the customers                                  | 280 | 1.5786 | .98058         | .05860          |
| Brands tend to give consistent message through promotional marketing tactics                                      | 280 | 1.5286 | 1.05370        | .06297          |
| Promoting the unique characteristics helps in differentiating the brands from others available in the marketplace | 280 | 1.5964 | .97898         | .05851          |
| Promotion helps in making unpleasant brand look pleasant  | 280 | 1.4679 | .96852         | .05788          |

|   | Test Value = 1 |     |                 |                 |   |
|---|----------------|-----|-----------------|-----------------|---|
|   | t              | df  | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference |
|   | Lower          |     |                 |                 |   |
| Brands have consistently focused on addressing the requirements of the customers                                  | 9.873          | 279 | .000            | .57857          | .4632                                     |
| Brands tend to give consistent message through promotional marketing tactics                                      | 8.394          | 279 | .000            | .52857          | .4046                                     |
| Promoting the unique characteristics helps in differentiating the brands from others available in the marketplace | 10.194         | 279 | .000            | .59643          | .4813                                     |
| Promotion helps in making unpleasant brand look pleasant  | 8.083          | 279 | .000            | .46786          | .3539                                     |

Table 4.4:

One Sample T-Test

**One-Sample Statistics**

|   | N   | Mean   | Std. Deviation | Std. Error Mean |
|---|-----|--------|----------------|-----------------|
| Promotion helps in improving the image of the brand   | 280 | 1.0036 | .87784         | .05246          |
| Brand image influences the consumers and customers to purchase the brand                                  | 280 | 1.0750 | .91076         | .05443          |
| Brand image has significant impact on the perception of customers   | 280 | 1.0250 | .85682         | .05120          |
| Companies tend to focus on their brand image to survive in the intensely competitive business environment | 280 | 1.0071 | .85086         | .05085          |

**One-Sample Test**

|   | Test Value = 1 |     |                 |                 |   |
|---|----------------|-----|-----------------|-----------------|---|
|   | t              | df  | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference |
|   | Lower          |     |                 |                 |   |
| Promotion helps in improving the image of the brand   | .068           | 279 | .946            | .00357          | -.0997                                    |
| Brand image influences the consumers and customers to purchase the brand                                  | 1.378          | 279 | .169            | .07500          | -.0321                                    |
| Brand image has significant impact on the perception of customers   | .488           | 279 | .626            | .02500          | -.0758                                    |
| Companies tend to focus on their brand image to survive in the intensely competitive business environment | .140           | 279 | .888            | .00714          | -.0930                                    |

Table 4.5:

One Sample T-Test

**One-Sample Statistics**

|   | N   | Mean   | Std. Deviation | Std. Error Mean |
|---|-----|--------|----------------|-----------------|
| Availability of product information increases the ability of the marketers  | 280 | 1.1357 | .86103         | .05146          |
| Product information helps in reaching prospects in effective manner   | 280 | 1.0357 | .90329         | .05398          |
| Product information influences the consumers to purchase the product  | 280 | 1.3893 | 1.02052        | .06099          |
| Product information has allowed consumers to compare and contrast the offered products with others available in the marketplace | 280 | 1.4071 | .90713         | .05421          |

**One-Sample Test**

|   | Test Value = 1 |     |                 |                 |   |
|---|----------------|-----|-----------------|-----------------|---|
|   | t              | df  | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference |
|   | Lower          |     |                 |                 |   |
| Availability of product information increases the ability of the marketers  | 2.637          | 279 | .009            | .13571          | .0344                                     |
| Product information helps in reaching prospects in effective manner   | .662           | 279 | .509            | .03571          | -.0705                                    |
| Product information influences the consumers to purchase the product  | 6.383          | 279 | .000            | .38929          | .2692                                     |
| Product information has allowed consumers to compare and contrast the offered products with others available in the marketplace | 7.510          | 279 | .000            | .40714          | .3004                                     |

Table 4.6:

*Hypothesis Assessment Summary*

| <b>S. No.</b> | <b>Hypothesis</b>   | <b>Significance Value</b> | <b>Comments</b> |
|---------------|---|---------------------------|-----------------|
| H1            | Affiliate marketing strategies have a significant impact in sales and promotion | .000                      | Accepted        |
| H2            | Affiliate marketing strategies have a significant impact on brand attributes    | .000                      | Accepted        |
| H3            | Affiliate marketing strategies have a significant impact on brand image         | .000                      | Accepted        |
| H4            | Affiliate marketing strategies have a significant impact on product information | .000                      | Accepted        |